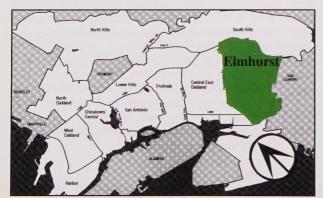


Elmhurst



UNIVERSITY OF CALIFORNIA



The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

Profiles

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.

City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland

The mid 1700's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch between his four sons.

In the early 1840's the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpentier, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was met with tension by some Oakland residents. Beginning in 1882, Congress passed a series of Chinese Exclusion Acts which legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake

World War II had a profound impact on the Oakland economy. Starting in the 1940's local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related employment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprang up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African-Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban problems that hit other cities at that time: chronic unemployment, racial tensions, and the physical deterioration of once proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's resulted in the

dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the City. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic anti-draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights Oakland went through a tremendous adjustment era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor, in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 70's.

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was also badly damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. The new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

Elm hurst

newcomers.

from the hustle and bustle of the "city". Elmhurst, o ginally an autonomous country village, was annexed to the City of Oakland in 1911.

unemployment, poverty, and increased crime.

increase in the district's African-American population

the active organizations in Elmhurst.

the East Oakland Youth Development Center, Allen Tonple, Center of Hope, and their Development Corporations. The positive work of these numerous organizations helps to paint a positive outlook for this community.

In the late 1880's the area now known as El nhurst was made up of farmhouses scattered among groves of elm trees. In 1877, the Southern Pacific Ra service began and this small country village was one of the last stops on the railroad line. In 1896, the Cikland, San Leandro, and Hayward Electric Railway Company began service between Oakland and Hayward on a route that is now East 14th Street. A major power plant and roundhouse were built for the railro. I near the corner of 98th Avenue and East 14th Street and the area grew rapidly. With the train station a its nucleus, Elmhurst received a constant stream of

Real estate in the village was considerably less expensive than in the central parts of Oakland. This enabled laborers, who worked in the canneries and actories, to purchase homes and raise families away

In response to a wave of blue collar worker who streamed into Oakland to work in the defense plants and shipyards during World War II, large, mu i-family housing units were built in Elmhurst. Longtime Elmhurst residents remember working in the die casting businesses, canneries, and glass manufacturing plants that thrived in the area in the 1940's through the 1960's After the war, the plants shut down or relocated to more cost effective areas. As a result, Elmhurst experienced a long period of debilitating

Between the 1960's and 1980's Elmhurst become the center for new housing and new populations. Many of West Oakland's residents moved into the Eln surst community after being displaced by such Urban Renewal Projects as the Main Post Office and the Trove Shafter Freeway. This resulted in a dramatic

Today, Elmhurst, Oakland's most eastern dis lict, remains a proud and close knit community, made up of numerous neighborhood associations and block clubs. Once solidly middle-class, it now is challenged by a high level of persistent unemployment and its b products, including poverty and crime. These issues are being tackled head-on by organizations such as the Sobrante Park Neighborhood Collaborative, the Elmhurst Community District Board, and the Brookfi d Neighborhood Association. These are just a few of

Elmhurst is also the proud home of the Elm urst Pride Day (formerly the Elmhurst Day Parade),

Public Education in Elmhurst The Story of Our Schools

the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population, the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a qual-

ity education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools offering special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help

develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several years in districtwide workshops which help to prepare teachers in the implementation of the new curriculum.

Special distric-twide programs include:

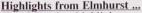
- A Comprehensive Technology Plan which has placed computer and multimedia labs in almost all schools;
- 12 Career Academies in the 6 comprehensive high schools which prepare students to enter college and/or be-
- Whole School Change Models including Comer Process, Models of Teaching, Accelerated Schools Process and Coalition of Essential Schools;
- · Bilingual Programs for students who speak a language other than English at home;

The Oakland Unified School District, serving over • Year Round Programs which utilize the limited number of 50,000 students, is the sixth largest district in the state. In school sites to educate a growing population of young

people;
• Magnet Schools emphasizing areas ranging from science and literature to performing arts and high technol-

· Programs to boost student achievement such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;

· A Middle Grades Initiative to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.



The following highlights were chosen from responses to a survey distributed to all schools.

In the Elmhurst CD District, Parker Elementary School has joined in partnership with the Praise Fellowship Church to provide an after-school tutorial program for students. Tutorial services are available three days each week, from 1:30

them meet or raise their aspirations, and (2) to help them p.m. to 4:00 p.m. Programs like this one have helped to establish connections to the community while providing a

value service for the Elmhurst youth.

At Sobrante School, student participants in "Read-The school district works to meet these goals ing for Real" are engaged in reading "real" books (not textbooks) that have been carefully selected to be enjoyable, to stimulate creative thinking and to build their commitment to ethical behavior. Classroom activities engage students of widely varying abilities by integrating their individual experiences into the learning process.

The Castlemont Community Drug Free School Zone ("CCDFSZ") Project at Castlemont High School is a federally funded project initiated by the School District in partnership with a community coalition of parents, local agencies, and school personnel. The goal of CCDFSZ is to deter students from selling or using drugs and alcohol at a young age. THE CCDFSZ received a national program award for the "1994 Exemplary Prevention Programs" from the Center for Substance Abuse Prevention in Washington, D.C. and is used as a model for schools nationwide.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 836-8582.

Elmhurst	1992-93	% LEP	Stability	Attendance		Free/Reduced	Retention
	Attendanc			Rate	AFDC%	Lunch	Rate
Brookfield (K-5)	513	6	88	93	98	68	1
Cox (K-5)	989	19	84	93	68	84	5
Highland Y.R. (K-6)	892	31	81	94	61	62	3
Howard (K-6)	329	1	90	94	19	65	2
Parker (K-6)	505	4	81	92	52	94	6
Sobrante Park (K-6)	268	62	83	92	88	78	1
Stonehurst (K-5)	694	29	88	92	45	83	1
Toler Heights (K-3)	93	0	79	91	19	85	5
Webster Academy (K-6)	992	13	87	97	74	85	1
Elmhurst Middle (6-8)	559	18	79	90	82	65	14
King Estates (7-9)	646	4	84	92	21	50	10
Madison Middle (6-8)	407	21	86	86	86	76	8
Castlemont (9-12)	1,327	13	84	93	95	51	6

Attendance is the total number of students enrolled during the school year. LEP % Students represents the percentage of the student body enrolled in the Limited English Program. Stability Rate easures the percentage of students that remain in the same school for the entire year. Attendance Rate measures the percentage of total student enrollment in attendance during the school year.

FDC Rate represents the percentage of the total student enrollment receiving AFDC benefits. Free/Reduced Lunch measures the percentage of the total student enrollment receiving free or ced lunches. Retention Rate represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.

Community Development Block

The Community Development Block Grant ("CDBG") Program was initiated by the Office of Housing and Urban Development ("HUD") in August of 1974. It is a federal program that is designed to assist local governments in the provision of safe, decent, and sanitary housing, and economic and community development activities. Under this program local governments have the power to autonomously distribute funds according to the greatest local needs. However, HUD strongly recommends three principal beneficiaries of these funds:

- 1) Activities that benefit low and moderate income individuals;
- 2) Activities that address urgent needs in local municipalities; and
- 3) Activities directed toward the elimination of slum and blight.

HUD and the CDBG program have been trimmed back in recent years. By 1997, 3% of CDBG allocated funds have been cut. However, with \$6 billion dollars needed in 1998 to renew Section 8 housing contracts, the CDBG program is being threatened with cuts up to 35%.

Following is an inventory of the City activities funded with Community Development Block Grant funds. This inventory provides the total amounts allocated for each project between the years 1975-1987 and 1989-1997. Data for 1988 is not available. Projects that are district specific are listed first, followed by programs administered throughout the city as a whole.

All amounts are derived from the Office of Housing and Neighborhood Development's Annual Grantee Performance reports. Due to the changing reporting and project identification requirements over the history of the CDBG program, all totals should be considered approximate.

Elmhurst District Projects -- 1975 to 1987

Project	Allocation	Project	Allocation
Housing Programs	\$7,985,181	Human Service Programs	\$1,256,000
Park Development Programs	\$1,717,000	Commercial and Economic Development	\$3,563,000
Public Works Improvements	\$1,415,000		

Elmhurst District Projects -- Sample Five Year Allocation Pattern

(period covered 1989 -- 1994)

Project	Allocation	Project	Allocation
Verdese Carter Recreation Center	\$6,157	New Life Skills Center: Self-Directed	\$57,311
Positive Strokes Latchkey After-school Tutorial	\$15,000	Life Program	
Lossieland Preschool	\$25,000	Office of General Services: 98th Avenue	\$99,926
Office of Public Works: Street Improvements	\$39,896	Underground Conversion	
East Oakland Licensed Day-Care	\$26,129	Supporting Future Growth Child Development	t \$20,000
Association: Vendor Voucher Program		Center, Inc.: Outreach Program	
East Oakland H.O.P.E.	\$57,222	Alzheimer's Service of the East Bay	\$19,738
Interface Institute: Project Primer	\$20,000	Oakland Potluck	\$1,000
Alameda-Contra Costa Lions Central	\$7,700	Office of Parks and Recreation:	\$18,500
Committee for the Blind: Senior		Street Tree Planting	
Independent Living Program		Office of Parks and Recreation:	\$32,000
Alameda County Food Bank: Shared	\$29,000	Brookfield Recreation Center	
Maintenance Scholarships		Office of Parks and Recreation:	\$15,000
East Oakland Boxing Association:	\$15,000	Tassafaranga Recreation Center	
Education Intervention Program		Project Reconnect	\$22,282

Grant Allocations -- Elmhurst

Project	Allocation	Project	Allocation
After-School Academy	\$20,779	Oakland Unified School District:	\$8,400
Institute for the Development of Urban	\$51,944	Disaster Preparedness Committee	
Education: Project Interface		Elmhurst Emergency Brown Bag Program	\$80,077
Elmhurst Food Pantry	\$28,571	Interface Institute: Project Interface	\$27,000
Arroyo Viejo Recreation Center	\$28,587	St. Peter's Community Adult Day-Care Center	\$33,896
Columbian Garden Annex	\$20,779	Community Outreach	\$73,528
Organized People of Elmhurst:	\$15,587	East Oakland Youth Development Center:	\$70,000
Neighborhood Tutorial Program		Cultural Arts Center	
Project Volunteer, Inc.	\$44,000		

City-Wide Projects -- 1997 through 1998

Project Alloca	tion	Project Allocation	on
ADMINISTRATION	\$1,342,670	City of Oakland, Library Services	\$132,034.50
		Clausen House	\$42,000.00
ECONOMIC DEVELOPMENT PROGRAM	MS \$2,210,699	Community and Economic Development Agent	cy \$51,670.00
		Community Child Care	
HOUSING PROGRAMS:		Coordinating Council of Alameda County	\$64,703.00
Rehabilitation Loan Programs	\$3,000,000	East Bay Spanish Citizen's Foundation	\$25,000.00
Vacant Housing/Housing Development Progra	ams \$1,022,000	Elder Abuse Prevention	\$28,000.00
Self-Help Paint and Free Paint	\$400,000	Elmhurst Food Pantry	\$53,000.00
Minor Home Repair	\$425,000	Healthy Babies, Inc.	\$20,749.50
Access Improvement Program (AIP) Grants	\$165,000	Jobs for Homeless Consortium HOPE	\$20,949.00
Housing Counseling	\$170,000	Kennedy Tract Parent-Child Center	\$20,000.00
Fair Housing	\$265,000	Legal Assistance for Seniors	\$93,002.00
Shared Housing Program	\$44,000	Legal Aid Society of Alameda County	\$19,143.00
Reverse Annuity Mortgage Program \$24,000		North Oakland Parish	\$25,000.00
Rental Assistance Program (first & last mont	hs rent) \$25,000	Oakland Potluck	\$9,319.00
Homeless Winter Relief	\$250,000	Oakland Private Industry Council	\$40,000.00
		Oakland Asian Students Educational Services	\$10,334.00
NEIGHBORHOOD/PUBLIC SERVICES PR	ROGRAMS	Office of Parks, Recreation, and Cultural Affair	s \$259,955.00
A Safe Place	\$19,286.00	Over (60) Health Care Center	25,000.00
Alameda County Food Bank	\$137,129.00	Phase III Christian Services	\$80,000.00
Alameda/Contra Costa		Project Re-Connect	\$67,857.00
Lions Central Committee for the Blind	\$6,695.00	Project Outreach	\$73,900.00
Alzheimer's Services of the East Bay	\$84,697.00	Project-SEED	\$41,336.00
Bay Area Community Services	\$85,000.00	San Antonio	
Bay Area		Community Development Corporation	\$155,010.00
Black Consortium for Quality Health Care	\$20,000.00	Spanish Speaking Unity Council	\$25,000.00
Berkeley Oakland Supportive Services	\$41,000.00	St. Mary's Center	\$71,000.00
Boys and Girls Club of Oakland	\$59,620.00	Supporting Future Growth	
Central East Oakland		Development Center, Inc.	\$25,000.00
Community Development Corporation	\$75,000.00	The Highland Foundation	\$50,000.00
Centro Legal De La Raza	\$5,000.00	Women's Employment Resources/	
City of Oakland, Department of Aging	\$103,312.00	One-Stop Youth Information Center	\$50,000.00

Homelessness in Oakland

Oakland since the late 1970's - early 1980's. Today, Oakland's growing low-income population is comprised of families with children, part-time workers, people from diverse backgrounds, some suffering from severe mental illnesses or substance abuse, victims of domestic violence, as well as people people in Alameda County had experienced an episode of homelessness by the year 1994. A report by the Alameda County Reinvestment Base Closure Committee estimated that an additional 30,000 individuals were at risk of becoming homeless due to the closing of Oak Knoll and Alameda Naval Air Stations alone. Oakland, with already 52% of Alameda's impoverished citizens, may continue to have one of the largest homeless populations in the Bay Area.

are four major factors that have increased the level of ing Program that offers both down payment and mortgage

homelessness in the City of Oakland: 1. Population growth. Housing development has failed to keep pace with the growth in population. The rate of population growth in Oakland from 1980 to 1990 was just under 10%, while the growth rate for housing development was a mere 3%.

2. Inadequate income & public assistance. Over the last few years there has been a continuous decrease in income support. By 1995, aid to families with dependent children had decreased 10% and GA benefits have been given a ceiling level. Minimum

3. Lack of access to necessary support services such as medical care, child care, drug and alcohol recovery provere cuts in social services and welfare spending have hinforced out of their homes due to a lack of funds after covering something as simple as a doctor's bill or child care.

4. Shortage of affordable housing. The cost of housing Services, and St. Mary's Center. in Oakland and the greater Alameda County is among the hold income.

Adding to those currently homeless or at risk to homelessness due to socioeconomic problems, the Loma Prieta Earthquake of 1989 and the Oakland Hills Firestorm of 1991 displaced a large number of Oakland residents. Prior to 1989, Emergency Services Network ("ESN") esti-9,000 individuals were left on the streets and over 1,000 units of affordable housing were demolished.

In response to this loss of low-income housing, a whole,

The issue of homelessness has severely plagued ten non-profit housing development corporations in Oakland and Berkeley formed the Post-Quake Recovery Project coordinated by East Bay Housing Organizations. Five years later this collaborative has permanently reopened or replaced 900 affordable homes.

In 1991, the Oakland Hills Firestorm displaced with AIDS. According to a report by Homebase, over 54,000 6,000 to 10,000 individuals by destroying over 3,500 building structures. Of these building structures, 96% were residential units.

City administrators in the 1980's and 1990's put forth an aggressive campaign designed to eliminate homelessness. Through the City of Oakland's Office of Housing and Neighborhood Development, several affordable housing opportunities and services have been provided to Oakland citizens such as: the restoration of seven previ-While there is no one cause for homelessness, there ously damaged residential hotels; a First Time Home Buy-

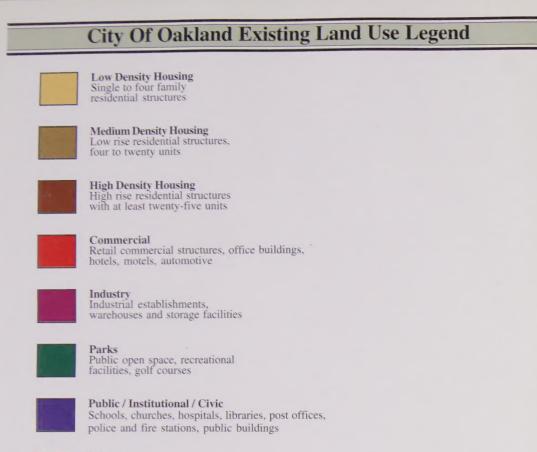
> revenue assistance to low-income families and individuals; the addition of 175 new rental units to the housing market and rental assistance programs. However, in 1997, a \$6 billion HUD budget increase will be necessary to renew Section 8 contracts without jeopardizing CDBG funding.

In an effort to adhere to the policies set forth in the Oakland Homeless Plan, the City, through the interdepartmental/agency workgroup, has put in place several programs to benefit the homeless and very low-income population. Since the 1980's local homeless or-

wage, once calculated as the wage necessary to sustain the ganizations have experienced a shortage of shelter beds and least expensive subsistence levels, has failed to keep pace supportive services for the homeless. In response to this with inflation and changes in the economy. In an effort to shortage, the City has provided 281 more shelter beds to stay off the streets, 20% of Oakland residents are forced to local homeless organizations and completed the rehabilitaeither double up in homes or live in substandard condition of the Henry Robinson Multi-Service Center which provides homeless services, shelter beds and transitional housing units. The City has also provided funding for programs that provide one time grants or utility payments, rent movegrams and mental health services. Since 1980, the se-in guarantees, assistance in the event of eviction, and money management assistance. Such programs include, but are dered the ability of many low income families and indinot limited to: Eden Council for Hope and Opportunity, Oakviduals to make ends meet. Many individuals have been land Homeless Families, Travelers Aid Society, East Oakland Switchboard, Sentinel Fair Housing, Berkeley-Oakland Support Services, A Safe Place, the Department of Social

Although the City, with its Homeless Commishighest in the United States. Since 1989, the increase in sion, and ESN have made gallant efforts to address the housing prices has outpaced the increase in median house- homeless problem, homelessness has continued to increase at a level outside the direct control of Oakland City Planners, social service agencies and other housing advocates. Many citizens are still at risk to homelessness due to the high cost of living matched with low monthly incomes and the impact of welfare reform. The City must therefore continue its homeless prevention campaign by developing mated on any given day that 4,500 individuals were home- new mitigating measures that involve the provisions of serless in the City of Oakland. After the earthquake, some vices along the continuum of care for the homeless population. Because homelessness affects all elements of the community, these new efforts must address the community as





Parking lots, parking structures

Free-Standing Parking

parded-up buildings, abandoned store fronts,

The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color represents a different land use. Existing land uses in the district were identified through a series of "windshield" surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.

Community Based Organizations

Apricot Street Home Alert 11010 Apricot Street, 94603 Auseon Ave. Neighborhood Comm.

2247 Auseon Avenue, 94603 Brookfield Home

Concerned Citizens

of South Eastmont

1601 - 89th Avenue, 94603

Sobrante Park Home Assoc

504 Almanza Drive, 94603

8233 Iris, 94605

Elmhurst Organizations Improvement Association 3914 East 14th Street, 94601 46 Hunter Court, 94903

Oakland Airport Columbian Gardens Center Incorporated Improvement Association 414 Pendleton Way 9896 Koford Street, 94603 Room 4GF, 94621

Oakland Neighborhood Housing Services (ONHS) 1937 - 98th Avenue, 94603 Elmhurst Comm. Action Group

Stonehurst Homeowners and Renters Association

Elmhurst District Board-Health Committee 9500 Golf Links Road, 94605

73rd Avenue Neighbors Elmhurst Merchants Association Organized for Safety 9460 East 14th Street, 94603 7320 Holly Street, 94621

> Alameda County Comm. Food Bank 10901 Russett Street, 94603

Healthy Start

City of Oakland Community and Economic Development Agency ("CEDA") 1333 Broadway, 4th Floor, 94612

9925 East 14th Street, 94603

Toler Heights Citizens Council

9030 Seneca Street, 94605

(CEDA) Elmhurst Hotline Phone Number 510-238-3715.

Tassafaranga Recreation Center

Brookfield Recreation Center

Boys & Girls Club of Oakland

975 - 85th Avenue

9175 Edes Avenue

8530 East 14th Street

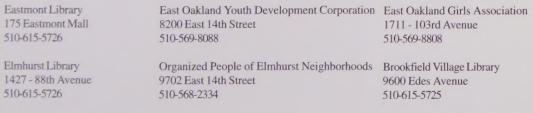
510-632-8181

510-568-6924

510-638-1532

Community Meeting Facilities

10500 Pippin Street, 94603



Arroyo Viejo Recreation Center Elmhurst Food Pantry 7701 Krause Avenue 9323 East 14th Street 510-615-5755 510-632-4357

East Oakland Health Center Oakland Neighborhood Housing Services 7515 East 14th Street (OHNS) 510-430-9401 1937 - 98th Avenue 510-632-8892 Allen Temple Arms

8135 East 14th Street Multi-Purpose Senior Center 510-562-2771 9255 Edes Avenue, 510-615-5731

Historical Landmarks

Dunsmuir House and Carriage House

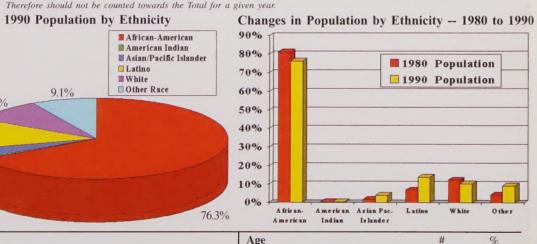
2960 Peralta Oaks Ct.

The Elmhurst Community Development Council has a 25 member Board of Directors and meets every third Monday of the month at 6:30 p.m. The meetings are held at the Multi-Purpose Senior Center at 9255 Edes Avenue. The District Council is concerned about all neighborhood issues, and pays special attention to the areas of local economic development, providing housing for local residents, first time homebuyers and the elderly, youth and employment train-

CD District Board 55 to 64 years ing. For more Information call: 510-238-3716 65 years + 8% 1%

Economic and Housing Data Employment Status Occupations

Demographic Data						
ELMHURST	1990#	1990%	1980 #	1980%	%Change	
Total Population	57,534	100.0%	54,370	100.0%	5.8%	
African-American	43,880	76.3%	44,169	81.2%	-0.7%	
American Indian, Eskimo, or Aleut	276	0.5%	192	0.4%	43.8%	
Asian or Pacific Islander	2,231	3.9%	1,026	1.9%	117.4%	
Latino	8,118	14.1%	3,678	6.8%	120.7%	
White	5,885	10.2%	6,719	12.4%	-12.4%	
Other Race	5,262	9.1%	2,264	4.2%	132.4%	
*Latino (Persons of Spanish Origin) is counted the Therefore should not be counted towards the Total			on can be both	h African-Ame	rican and Latine	



Household Type	#	%
FAMILY HOUSEHOLD	50,900	88%
Householder	13,989	24%
Spouse	6,889	12%
Child	24,256	42%
Natural Born/Adopted	20,427	36%
Step	826	1%
Grandchild	3,003	5%
Other relatives	3,670	6%
Non-relatives	2,096	4%
NON-FAMILY HOUSEHOLD	6,286	11%
Householder living alone	4,093	7%
Householder not living alone	914	2%
Non-relatives	1,279	2%
GROUPQUARTERS	348	1 %
Institutionalized Persons	71	0%
Other persons in group quarters	277	0%
Poverty By Age	% Above %	Below
<5 years	6%	3%
5 to 17 years	14%	7%
8 to 24 years	8%	2%
25 to 54 years	34%	7%
5 to 61 years	60%	1.07.

78%

22%

5,651 19% 12,653 17 yrs 43% - 64 yrs 33,714 113% 5,516 5 yrs 19% 29 dian Age ication Attainment h Grade 4,916 12% - 12th Grade 8.454 21% h School Graduate 11,594 29%

Some Conege		8,919	23%
Associate Degree		2,447	6%
Bachelors Degree		2,137	5%
Graduate Degree		997	3%
Household Income	1990#	1990%	1980%
Under \$5,000	1,503	9%	13%
\$5,000 to \$9,999	2,617	16%	12%
\$10,000 to \$14,999	1,901	11%	10%
\$15,000 to \$19,999	2,092	13%	9%
\$20,000 to \$24,999	1,667	10%	8%
\$25,000 to \$34,999	2,869	17%	15%
\$35,000 to \$49,999	3,004	18%	13%
\$50,000 and over	3,391	20%	12%
1990 Median HH Income		\$24,183	
1980 Median HH Income		\$23,782	
% Change in Med HH Inc		2 %	

Executive, administrative, 1,129 7% In armed forces 40 20,210 managerial Employed 749 5% 3.193 Professional specialty Unemployed Technicians and related support 450 3% 16,341 Not in labor force 1,537 9% **Housing Units** Administrative support 3,832 23% Total # Housing Units 23,127 Private household service 217 1% Occupied 21,525 407 2% Protective service Owner Occupied 12,364 All other types of service 2,829 17% Renter Occupied 9,161 314 2% Farming, forestry, fishing Vacant 1.602 Precision production, craft and repair 1,588 10% Housing Value Machine operators, assemblers, 1.354 8% <15.000 65 and inspectors \$15k-24,999 Transportation and material moving 1.245 8% \$25k-34,999 948 Handlers, equipment cleaners, \$35k-44.999 121 helpers, and laborers \$45k-59,999 344 \$60k-74.999 1,067 <\$100 \$75k-99,999 2,663 \$100-\$199 742 \$100k-124,999 1,575 611 \$125k-149,999 1.156 \$150k-174,999 834 \$400-499 \$175k-199,999 508 \$500-599 1,797 21% \$200k-249,999 420 \$600-699 988 \$250k-299,999 124 \$700-999 752 \$300k-399,999 >\$1.000

65

139

8,730

\$475

1%

2%

\$400k-499,999

Median Housing Value

>\$500k

The population in Elmhurst increased by 3.164 from a growth rate of 6%, less than the City average. While a rise in population occurred across most ethnic lines, the White population declined by 12.4%. Dramatic growth occured in the Latino population (121%), the Asian-American population (118%), and the "Other" race category (132%).

No cash rent

Total # Units

Median Rent

The ethnic diversity of Elmhurst experienced slight changes during the 1980's Since 1980, the percentage of the population made up of Latinos more than doubled, while the percentage of Asian-Americans rose to nearly 4%. Nonetheless, Elmhurst remains a predominately African-American community, with the Asian/Pacific Islander, Latino, and White populations combined accounting for roughly only

The median household income for Elmhurst in 1980 In comparison, the city-wide median household income in 1990 was \$26,999. The growth rate in median household less than the city-wide median household income growth Elmhurst, median rent was \$475. rate of 19% during the same period.

At the time of the 1990 Census, approximately 22% its count of 54,370 in 1980 to 57,534 in 1990. This represents of the population of Elmhurst were living below the poverty line. The greatest percentage of Elmhurst's population living below the poverty line are 25 to 54 years old.

The population of Elmhurst is younger than, and equally as educated as, the average for the City of Oakland. The median age is 29 and over half the population have received a high school diploma or more.

Ninety-three percent of the housing units in Elmhurst are occupied. Of those, 57% are owner occupied; the remaining 43% are renter occupied. Elmhurst's vacancy rate of 7% is equal to the average for all Community Development ("CD") districts combined. The owner-occupancy rate in Elmhurst is considerably higher than the CD district average of 35%. Housing values in Elmhurst are lower than the aver-

age for all CD districts in Oakland. The median housing value was \$23,782; by 1990, this figure had increased to \$24,183. of all CD districts in 1990 was \$123,332. For the Elmhurst district alone, this figure is \$117,855. The median rent in Elmhurst is roughly equal to the combined CD district averincome during the 1980's for Elmhurst was 2%. This is much age. In 1990, the median rent for all CD districts was \$473; for

Elmhurst -- Community Concerns

The community concerns listed below are the result of a survey distributed to members of the Community Development Districts and other community organizations in the district. This summary is not intended to be exhaustive, nor are the concerns listed in any particular order. The purpose of this section is to encourage discussions between residents, service providers, public agencies, and the private sector around the general issues cited below.

- There is a perceived shortage of new single family housing for first time home buyers.
- A need has been cited for more tenant participation in the management of public housing units.

Commercial • The absence of banks and lending institutions at "crisis Public Safety level" resulting in over-dependence on check cashing ser-

vices. For a population of 114,000 in the general East Oakland area there are only two banks.

· There are a disproportionate number of convenience stores, liquor stores, and other small scale operations in the district that do not provide an adequate selection of necessary items for the home.

· Along MacArthur Boulevard and East 14th Street corridor in Elmhurst there is a tremendous need for diligent commercial revitalization following up the MacArthur Merchants

and East 14th Merchants Association recommendations. • Foothill Square needs to be assessed for its commercial impact and more effective potential to serve retail/commer-

Resource Center, the district is still concerned about the stabilization and prevention of infant mortality

cial needs and market demands of the Elmhurst community.

is a demand for extensive training and job development in the current competitive technology and service/communication sectors. A center or training facility based in the in the community in one facility. district would be very welcome.

 A closer coordination between the church community and the Elmhurst district board could help to better design and facilitate a more effective level of neighborhood service activity in numerous categories. Allen Temple serves as an excellent model for this type of follow-up by religious insti-

· United Seniors of Oakland and other organizations should assess existing programs for senior citizens in the Elmhurst Assets district. More collaboration between groups and organizations with predominantly senior membership, and social service organizations would enhance the vision that USO has already undertaken.

Youth/Recreation

0%

51%

8%

41%

100%

93%

57%

43%

1%

0%

3%

5%

0%

0%

30

\$117,856

• As a part of the overall revitalization of Elmhurst, all of its • Foothill Square existing park and recreation facilities should be reviewed for • Oakland Healthy Start improvements that would best meet the demand for youth and family recreation programs and services.

• Related to the employment issue is the ongoing need to • Sobrante Park Collaborative provide adequate, available and affordable child care for the • Elmhurst Day Parade/Pride Day growing number of working families in the district.

and youth facilities to accompany the existing East Oakland Youth Development Center and Boys and Girls Club. Perhaps some coordination with the Oakland Unified School District would be helpful.

club, and public safety activities in Elmhurst. Crime statistics indicate that these activities are useful as preventative strategies in deterring

• The district is highly receptive to a formal community policing program in partnership with the Oakland Police Department, and is looking forward to joint planning discussions with the Chief and his staff. • Elmhurst residents would like to see greater collaboration between

drug treatment and drug prevention

organizations, in an effort to develop a collective strategy to mitigate the impact of drug abuse in the district.

Opportunities for Development

• The district badly needs another full-service supermarket facility. The reduction in supermarkets has greatly • Despite the fine work of Healthy Start and its Family Life affected the ability of residents to access affordable grocery products.

· A community lending center would be a welcome addi-• Due to the high rate of unemployment in the district, there tion as a first step in mitigating the closure of numerous bank branches in the district. Such a center would allow several banks and lending institutions to have a presence

• The business retention efforts in the district should be discussed in the context of emerging business opportunities for Elmhurst residents. Some of the business facilities in Elmhurst may be available for development as business incubators or small business centers.

• A development opportunity exists at 82nd and Bancroft and 82nd and MacArthur.

Allen Temple Arms

Center of Hope Housing Development Projects

 East Oakland Youth Development Center · Oakland Airport

ONHS sponsored owner built housing on Hegenberger

The Neighborhood Profiles is a project o

the Oakland Citizen's Committee for Urban Renewal Community Information

OCCUR is a non-profit organization pro-

toring, facilitation, and empowerment strat-

egies on issues of housing, employment and

This project was made possible through funding by: City of Oakland Community

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Service (OCCUR/OCIS).

eighborhood revitalization

Guild Hall

Eastern Health Center

· Historic Parks and Recreation Facilities

Oakwood Estates

Elmhurst Business Listing

50-100 EMPLOYEES Days Inn Motel

United Magnet Technologies, Inc. Emil Villa's Hickory Pit California Glass Company McGuire and Hester General Contract Pak"n"Save Occupational Health Services, Inc.

East Oakland Youth Development Center. Francescos

National Car Rental Alamo Rent A Car, Inc. Budget Rent A Car Systems, Inc. Lucky Stores, Inc. Society of St. Vincent de Paul TEDCOM International, Inc. American Baptist Homes of the West The American Brass and Iron Miller Packing Company Glass Pak, Inc.

Golden Gate Freightliner Sconza Candy Co. Long View Fiber Company

Maximilian Manufacturing Co. Basic Tool & Supply Co., Inc.

50 - 100 EMPLOYEES (cont.) Nabisco, Inc.

Kaiser Air, Inc Monterey Mechanical Co. Corp. SF Bay Girl Scout Council

Granny Goose Foods, Inc.

101 - 250 EMPLOYEES 1330 Broadway Suite 1030 Oakland, CA 94612

East Bay Zoological Society, Inc Bishop O'Dowd High School Matson Terminals, Inc. United Couriers, Inc. Pitney-Bowes, Inc. Family Stations, Inc. Sierra Academy Aeronautics, Inc. National Corporation for Housing

All Land Use and map information was provided by the City of Oakland Office of Planning and Building General Plan Foundry Volume Service, Inc.

251+EMPLOYEES Trans Box System, Inc.

Special Thanks To: City of Oakland, Office of Economic Deopment and Employment; Oakland Unified School District, Office of Public Infor mation; City of Oakland Office, Health and Human Services; Oakland Public Library; Office of Planning & Building.

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*Partial Listing of Community Based Organizations and Community Meeting Facilities



Elmhurst Community Directory

CHILD CARE SERVICES

Oakland City Office of Health and Human Services Head Start Program

505 - 14th Street, 3rd Floor, Oakland, CA 94612

All Information

510-238-3165

Offers pre-school for children age 3-5 from low-income families. No fees. Serving all of Oakland.

Parent Child Development Centers Inc.

2619 Broadway, Oakland, CA 94612

All Information

510-452-0492

Center provides low-income families with quality day-care at 7 year round centers in Oakland. Fees vary based on income. Serving all of Oakland.

EDUCATION AND EMPLOYMENT

Bay Area Urban League, Inc.

2201 Broadway, Oakland, CA 94612

All Information

510-271-1846

Administers and provides programs in education, employment and training. No fees for services. Serving all of Oakland.

Oakland Private Industry Council (PIC)

362 - 22nd Street, Oakland, CA 94612-3006

All Information

510-891-9393

Provides short term job training for limited-income job seekers. No fees. Serving all of Oakland.

Career Training Institute

PO Box 30725, Oakland, CA 94609

All Information

510-382-9727 All

Employment training and referral, industry specific careers. Fees based on income. Serving all of Oakland.

Peralta Community College/Laney College Community Education

900 Fallon Street, Room E203, Oakland CA 94607

All Information

510 464 313

Provides information and referral services regarding adult education programs. Fees vary. Serving all of Oakland.

Black Women Organized for Educational Development Black Women's Resource Center

449 - 15th Street, Suite 310, Oakland, CA 94612

All Information 510-763-9501

Information and referral, job listings, mentoring programs for youth. No fees. Serving all of Oakland.

EMERGENCY AID

East Oakland Switchboard

1909 - 73rd Avenue, Oakland, CA 94621

All Information

510-569-6369

Information and referral service. Emergency food boxes, emergency shelter vouchers, and free clothing when available. No fees. Serving all of Oakland.

HEALTHCARE

East Oakland Health Center

7515 East 14th Street, at 75th Oakland, CA 94602

All Information 510-430-9401

Provides general medicine, obstetrics, gynecology, dentistry and pediatrics. Fees based on income. Serving all of Oakland.

Healthy Start Oakland

9925 East 14th Street, Suite 11, Oakland, CA 94603

All Information

510-639-1246

Family life resource center for pregnant and parenting women and their families. No fees. Serving all of Oakland

HOUSING AND SHELTER

Oakland Housing Authority

1619 Harrison Street, Oakland, CA 94612

All Information

510-874-1500

Provides subsidized rental housing for elderly, physically or developmentally disabled, or low-income persons in Oakland. No fees.

Oakland Neighborhood Housing Services

1937 - 98th Avenue, Oakland, CA 94603

All Information

510-632-8892

Provides low interest loans to qualified low-income families for housing rehabilitation. No fees. Serving East Oakland.

ECHO Housing Assistance Center/Project Share

1305 Franklin Street, Suite 305, Oakland, CA 94612

All Information

510-836-4826

A shared housing service which includes referral, education and supportive services. No fees. Serving all of Oakland.

LEGAL AID

Legal Aid Society of Alameda County

510 - 16th Street, Oakland, CA 94612

All Information

510-451-9261

Family law, domestic violence, government benefits, domestic problems. Sliding scale fees. Serving all of Oakland.

Sentinel Fair Housing

565 - 16th Street, Suite 410, Oakland, CA 94612

All Information

510-836-2687

Fair housing program that investigates cases of housing discrimination. Counsels tenants and building owners on their rights and responsibilities. No fees. Serving all of Oakland.

RECOVERY CENTERS

East Oakland Community Recovery Center

7227 East 14th Street, Oakland, CA 94621

All Information

510-568-2432

A community recovery center for those having problems with alcohol, drug, and/or multiple addictions. \$5.00 monthly fee. Serving all of Oakland, primarily East Oakland.

SENIOR SERVICES

For all senior related services, please contact the City of Oakland Department on Aging. 510-238-3121

YOUTH DEVELOPMENT

East Oakland Youth Development Center (EOYDC) East Oakland Girls Association (EOGA)

ment. Fees based on income. Serving all of Oakland.

8200 East 14th Street, Oakland, CA 94621

EOYDC

EOGA

510-569-8088 510-568-4826

Community center providing educational programs for students. Provides crisis intervention, career counseling and youth employ-